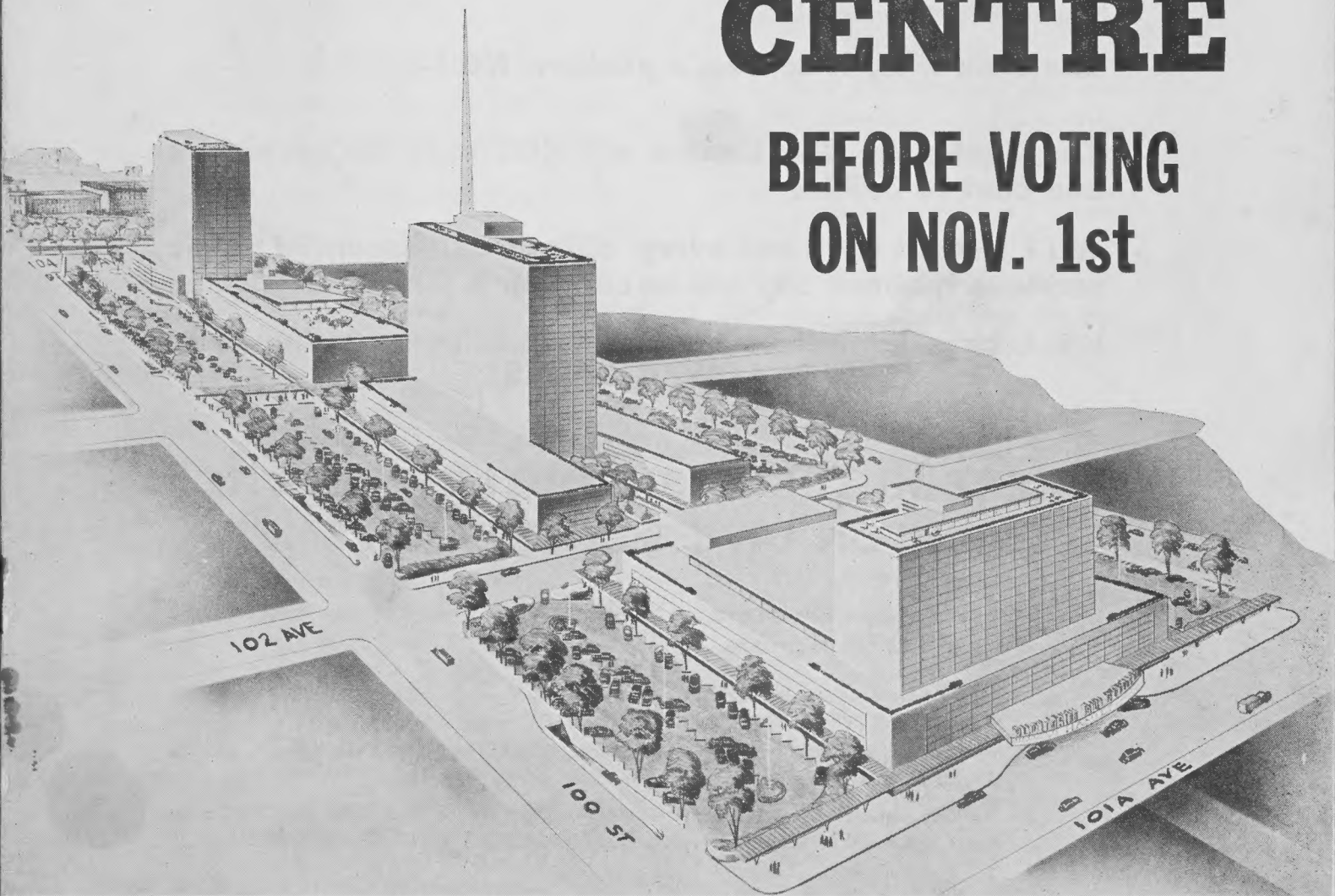


FACTS YOU SHOULD KNOW ABOUT THE EDMONTON CITY CENTRE

**BEFORE VOTING
ON NOV. 1st**



THIS OR . . . (See back page)

The Burgesses of Edmonton will, on November 1st, have the opportunity of voting on whether they desire to have the City of Edmonton enter into an agreement for the development of a civic centre to be known as the "EDMONTON CITY CENTRE," which will be a modern business, shopping, professional and social centre with provision for important public services on a very large scale including such public benefits as:

A PUBLIC AUDITORIUM

PUBLIC PARKING FACILITIES

A PUBLIC MARKET

PUBLIC REST ROOMS,

A PUBLIC ART GALLERY

NURSERY, ETC.

Naturally, as a taxpayer in Edmonton, you are interested in how this proposed CIVIC CENTRE project will affect YOU personally! Will it cost YOU money? Will it be detrimental to the city?

The answer is, of course, a positive NO !

The Edmonton City Centre will NOT cost the taxpayers one cent to build.

WILL benefit each and every citizen with essential public services that our city has needed for a long time.

WILL be a benefit to the city and will eventually result in LOWER TAXES!

HERE IS THE BASIC OUTLINE OF THE EDMONTON CITY CENTRE AGREEMENT

on which you as a taxpayer will have the privilege of voting in your own interests and the interests of your fellow citizens.

1. The First New Amsterdam Corporation will form a Canadian Company called "THE EDMONTON CITY CENTRE COMPANY LIMITED" which will operate the project with headquarters at Edmonton. Edmonton business men will be on the control board, and the City of Edmonton will itself appoint three members on the board.
2. The City of Edmonton WILL RENT a certain amount of their land (called the City Centre Area) at a rental of \$50,000 per year, (\$22,000 MORE THAN THE CITY NOW GETS

FROM THIS LAND AND THE PRESENT BUILDINGS ON IT) for a period of 69 years.
The land is located between 104th Avenue and 101A Ave., 99th Street and 100th Street.



3. THE EDMONTON CITY CENTRE LTD. proposes to build on this property AT NO COST TO THE CITY OR ITS TAXPAYERS, approximately 25 MILLION DOLLARS WORTH OF NEW BUILDINGS, PARK LAND AND IMPROVEMENTS, consisting as follows:

- (a) A PUBLIC AUDITORIUM, capacity 2,500 people.
- (b) PUBLIC CAR PARKING for 1,800 vehicles on ground and underground levels with winter heating.
- (c) AN ART GALLERY AND MUSEUM for outdoor and indoor works of art, small parks, courts, fountains, shrubbery, beautiful monuments, pylons, plaques and frescoes.
- (d) A PROFESSIONAL BUILDING for the medical profession including doctors, dentists, as well as opticians and suppliers of medical goods, equipment, medicines etc.
- (e) Space for various types of stores, shops, studios, offices and other types of service businesses.
- (f) A number of meeting and conference rooms, including roof gardens and deck that may be used for various social and business club organizations.
- (g) Children's nursery and play area with indoor and outdoor facilities for shoppers and visitors with small children.
- (h) Covered and protected sidewalks to protect people from the elements; no crossing of car traffic.
- (i) Indirect night lighting as well as floodlighting will illuminate outside area.

The EDMONTON CITY CENTRE will be a place where every citizen . . . every member of the family, as well as visitors and tourists can go for either play, work, business, medical care, amusement and recreation.

4. The Edmonton City Centre Ltd. will first pay \$50,000 yearly ground rental to the City or \$3,-450,000 over the 69 year period. The Company IN ADDITION agrees to pay the City of Edmonton 25% of the total revenue (after expenses, debt interest and amortization, but BEFORE income taxes) for a period of 30 years and 30% of such revenue for a remaining period of 39 years. It is estimated therefore that the city should receive an average ADDITIONAL INCOME of \$196,500 per year over the first 30 years and after the debt is retired \$702,248 per year over the last 39 year period. In addition the city will collect the usual business tax from tenants in the City Centre project which is estimated to average \$300,000 per year over the 69 year period.

5. THE EDMONTON CITY CENTRE LIMITED WILL PAY THE COST OF clearing the land, cost of additional parcel (estimated to cost in excess of \$100,000) required for arcades and underground passages, for all improvements including utilities, sidewalks, parking areas, parks, buildings, and all operating costs and expenses.

(NOTE: Operating costs and expenses are controlled in the agreement, see page 9, para. 10, sec. 6 sub para. (i) in the agreement as published by the City of Edmonton.

6. The City of Edmonton will always OWN the land. The City can NOT lose the land under the agreement. At the termination of the agreement, the buildings and all the improvements BECOME THE PROPERTY OF THE CITY OF EDMONTON, in original value of approximately 25 million dollars, all of which will have been built at NO COST TO THE CITY OR TAXPAYERS.

7. The City of Edmonton may recapture (take over) the entire project at any time after 40 years or the costs of the project have been repaid, whichever is earlier, on meeting certain conditions as stated in the agreement.

ABOUT LAND INVOLVED

The Civic Centre property that the EDMONTON CITY CENTRE CO. LTD. proposes to RENT from the City of Edmonton is land that the City of Edmonton has wisely and with foresight, set aside for the purpose of establishing a city centre that would provide services and privileges to the citizens as a whole. Therefore this land is set aside or reserved for development for the citizens of Edmonton. It cannot be used for ordinary private interests purely where no PUBLIC BENEFITS are provided. Accordingly this land can never be revenue producing as taxable property in the ordinary way as where other city land is SOLD to private interests. Taxpayers should keep this point clearly in mind.

The use of this land must therefore be to provide public services to you, your family and ALL your fellow citizens. How can this be

done? There are the following possible alternatives:

- (a) MADE INTO A PARK OR GROUND LEVEL PARKING AREA—this would be non-revenue producing, or very low revenue producing. WHO WILL PAY THE COST? THE TAXPAYER WILL!
- (b) The erection of only an auditorium and other public buildings. This would be not only non-revenue producing BUT A LARGE COST TO THE TAXPAYER, and would certainly result in a direct tax increase in the mill rate.
- (c) LEASE THE LAND AS AT PRESENT— not only produces a very low financial return to the city (presently \$28,000 a year) but is in addition largely unattrac-

five, non-revenue producing and gives very little public service to the citizens.

OR

- (d) AUTHORIZE THE CITY OF EDMONTON THROUGH YOUR VOTING PRIVILEGE AS A TAXPAYER to enter into the agreement with the First New Amsterdam Corporation to build the EDMONTON CITY CENTRE—this plan provides a very high degree of modern

public services in which you and all the citizens will share, through a modern auditorium, restrooms, public parking, art gallery, shopping centres, nurseries, medical offices, parks, etc. and the City of Edmonton not only gains almost double each year in fixed cash revenue but SHARES SUBSTANTIALLY IN PROFITS BEFORE TAXES. When the city benefits financially it pushes taxes DOWN—not up! That's sensible isn't it?

YOU WILL SEE FROM THE ABOVE THAT A VOTE FOR THE EDMONTON CITY CENTRE "MIRACLE MILE" IS IN YOUR BEST INTERESTS AND IN THE INTERESTS AND TO THE BENEFIT OF THE CITY.

ABOUT THE FINANCIAL STRUCTURE

Much has been said to confuse the EDMONTON CITY CENTRE PLAN in the minds of our citizens. We believe that has been done due to a lack of knowledge of the agreement and of the plan itself.

There is no mystery about the financing of your CITY CENTRE. The First New Amsterdam Corporation, who are the financial organizers, have been investigated by competent Edmonton business men and City officials and found to be men of integrity and financially competent to organize the financial requirements in the agreement.

The company will secure the necessary money and start and COMPLETE the centre through methods used by every other private company that is now in business. The investment of the large sum of money is naturally made by large insurance companies who have faith and confidence in Canada and

Edmonton in particular. There is no "closed corporation." Anyone may invest in it. Canadian investment has been invited! Naturally the company expects to make a profit on operation, just as does every other business in Edmonton from Department Store to your grocer, that is only reasonable for an investor, just as you expect your investments to pay a profit. The City of Edmonton shares in the profits BEFORE TAX DEDUCTIONS! The operating expenses and salaries of management are controlled in the agreement. The City of Edmonton is protected in every way. The plan will bring large investment to Edmonton, with a reasonable return in profit for their money. The EDMONTON CITY CENTRE WILL therefore pay for itself over the 69 year period just like any business. After this period the city gets full title to all the buildings and improvements. The City ALWAYS owns the land. This is not unreasonable is it?

IS THERE ANY OTHER PLAN?

The discussion on the EDMONTON CITY CENTRE has gone on for nearly a year! It has been discussed thoroughly by your elected representatives, the City Council. The City appointed special counsel, who is a very able and respected member of our Bar, who, together with our City Solicitor and his assistant, have gone over every part of the agreement minutely. It has been discussed and approved by your Chamber of Commerce after careful study by a special committee and out-

side experts including Dr. Andrew Stewart, President of the University of Alberta. During all this time this proposed plan has been outlined in the press and radio. It has received publicity throughout Canada and in National magazines. YET, NOT ONE DEFINITE PLAN HAS EVER BEEN OFFERED BY ANY OTHER GROUP. No other plan is in evidence to provide the city with a large modern auditorium, public parking, art gallery and other services at NO COST TO THE TAXPAYER!

IS THIS A MONEY BY-LAW? NO! IT IS NOT!

A money by-law means you are being asked to authorize the SPENDING OF YOUR MONEY by your civic government.

THE EDMONTON CITY CENTRE AGREEMENT WILL BE ON A SEPARATE BALLOT IN THE FORM OF A REFERENDUM

. . . There Is A Difference!

The Referendum is to give your City Government (The Mayor and City Council) the permission to sign the agreement with the FIRST NEW AMSTERDAM CORPORATION.

THE TAXPAYERS' MONEY IS NOT INVOLVED

WHY AN INVESTMENT AT EDMONTON?

You might reasonably ask why anyone wants to invest 25 million dollars at Edmonton! Firstly the geographical location of our city has assured a steady growth which has been increased by the discovery of oil. Reliable authorities predict a population of 250,000 in 10 years. Look around you and see the amazing development. The new C.N.R. Freight

Sheds, New Postal Depot, New C.N.R. Hotel, new warehouses going up everywhere. You can see it is no secret that Edmonton offers a good opportunity for investment. Secondly Edmonton is the only city of its size in North America that has VACANT land available right in the heart of the city for such a development as this. Hundreds of cities wish they

had this vacant land available for such a purpose. The EDMONTON CITY CENTRE project is a practical, common sense development based on Edmonton's great present and future!

Edmonton NEEDS the public services this

agreement will provide to you and every other citizen. What better way than by a plan where it costs the public nothing—provides the investors with a reasonable profit and gives the city the finest development anywhere in Canada.

TAX PRINCIPLE

One point that taxpayers should keep in mind is the question of taxes in connection with the Civic Centre project. No dispute is made with the principle of "Equity in Taxation," that is the principle of equal treatment for all. Competent authority however, has quoted that "exceptions may be made under certain circumstances."

- (a) where the use of commercial property may result in general advantages beyond those normally expected.
- (b) Where the approved use of property has non-commercial features.

It will be seen that the EDMONTON CITY CENTRE has many features that are for the use of the public, and therefore can reasonably be expected TO BE NON-TAXABLE under any circumstances.

As covered in previous paragraphs, the Ed-

monton City Centre is RENTING the land. It remains the property of the City of Edmonton. THE EDMONTON CITY CENTRE COMPANY LTD. therefore cannot sell or dispose of the property in any way, like other businesses that own their property. Owners pay taxes. The principle applied to the CITY CENTRE PROJECT is that a ground rental is charged—and instead of taxes, the company will pay a substantial share of the profits (25% for 30 years and 30% thereafter). The City itself does not pay Dominion Taxes, so the City of Edmonton share of profit from gross revenue less operating costs is PAYABLE BEFORE TAXES. The difference in method is not significant as long as the City of Edmonton secures adequate money from the use of the property which amounts to a fixed rent of almost twice what the city now receives from the property plus a substantial share of future profits.

EDMONTON'S PARKING PROBLEM

No doubt you have had personal experience with Edmonton's ever growing parking problem. Day by day there is LESS parking space—not more! For instance next year the city will have to take a large number of parking spaces away from the public for new bus stop areas. Right today there are only 1,067 available meter parking spaces in the downtown area. Edmonton needs MORE parking space if downtown values are to be preserved. If downtown values drop due to lack of customer patronage because customers are unable to get near downtown stores with their cars—then the downtown area will be unable to support its tax load, and therefore taxes

will be redistributed over the city as a whole which will likely mean INCREASED TAXES to outlying areas.

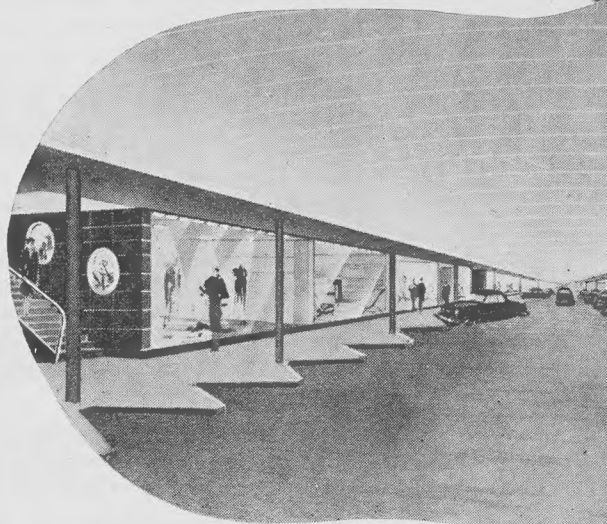
THE EDMONTON CITY CENTRE project will greatly increase car parking facilities on ground and underground levels for 1800 vehicles, and naturally will assist to maintain downtown property values and result in stabilization of property values.

The cost of parking will be maintained at a very reasonable rate for public use.

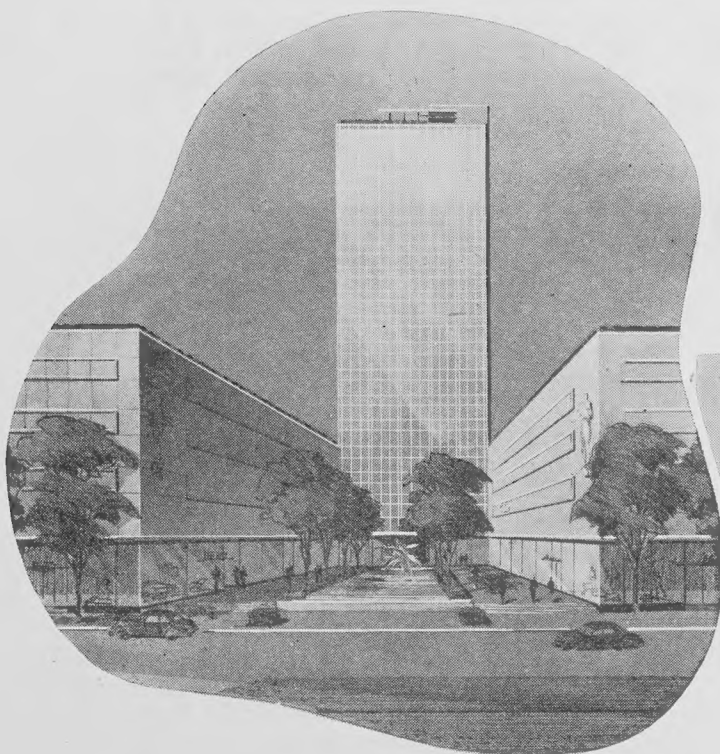
PROPOSED EDMONTON

Below shows the wide areas devoted to parks in the proposed Edmonton City Centre.

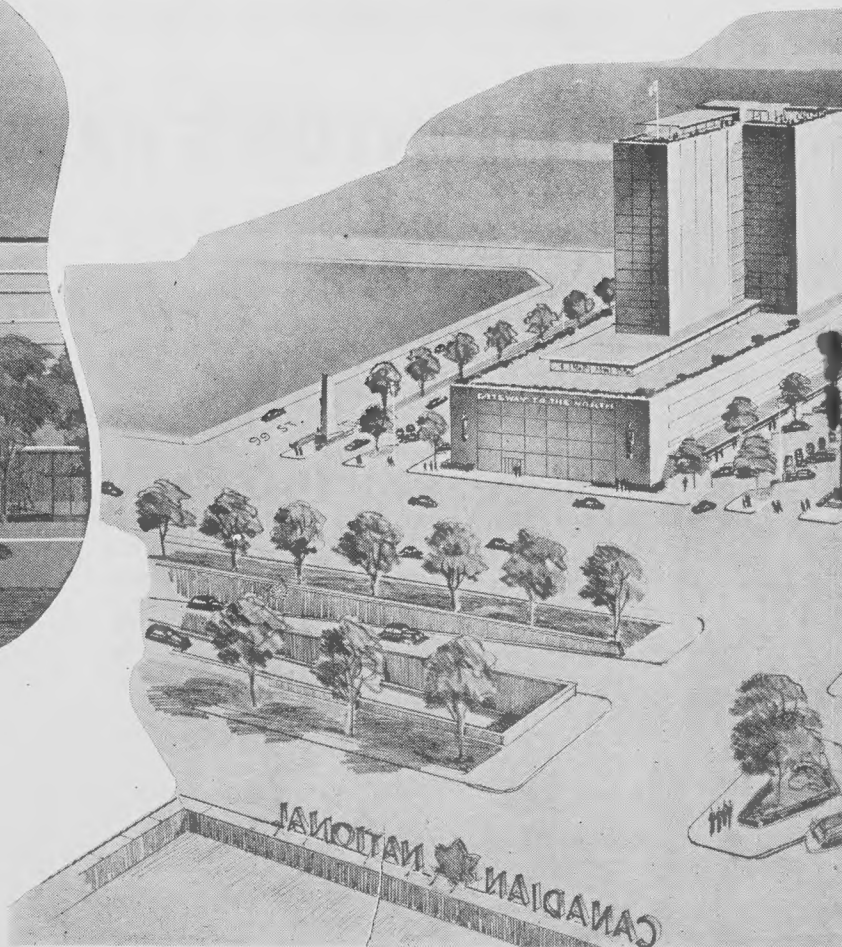
(Reproduced from Architect's Drawings)



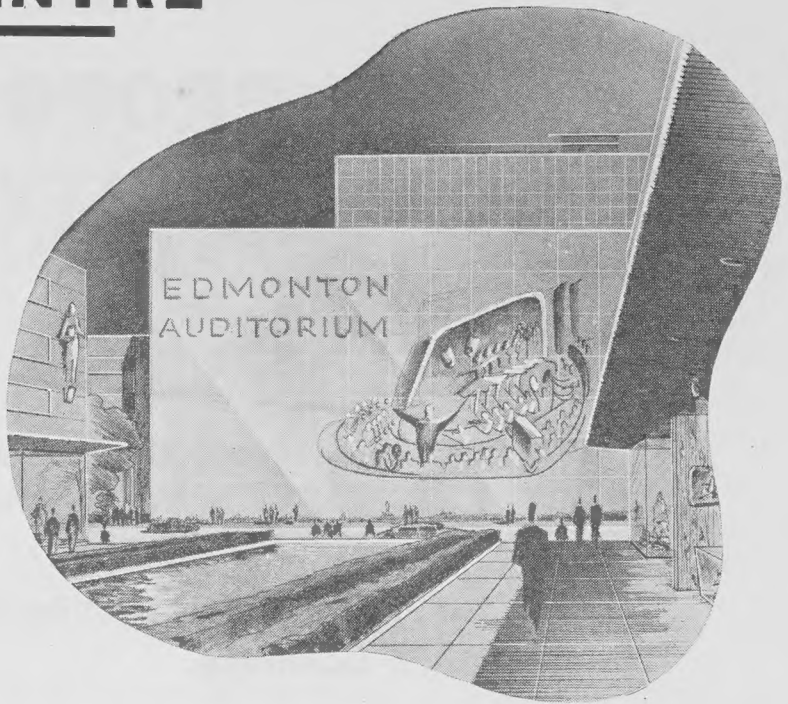
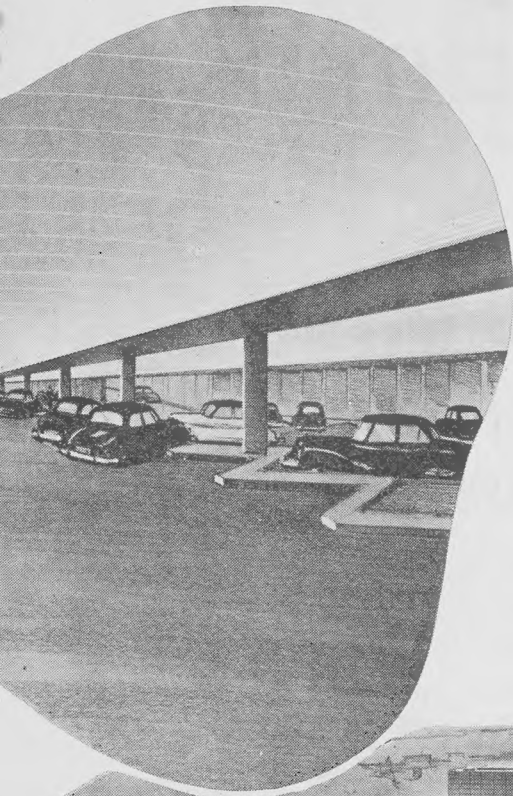
Proposed underground parking spaces fronting retail store spaces providing heated car parking for 1,800 vehicles including upper levels. Entrances by ramps on all sides of city centre.



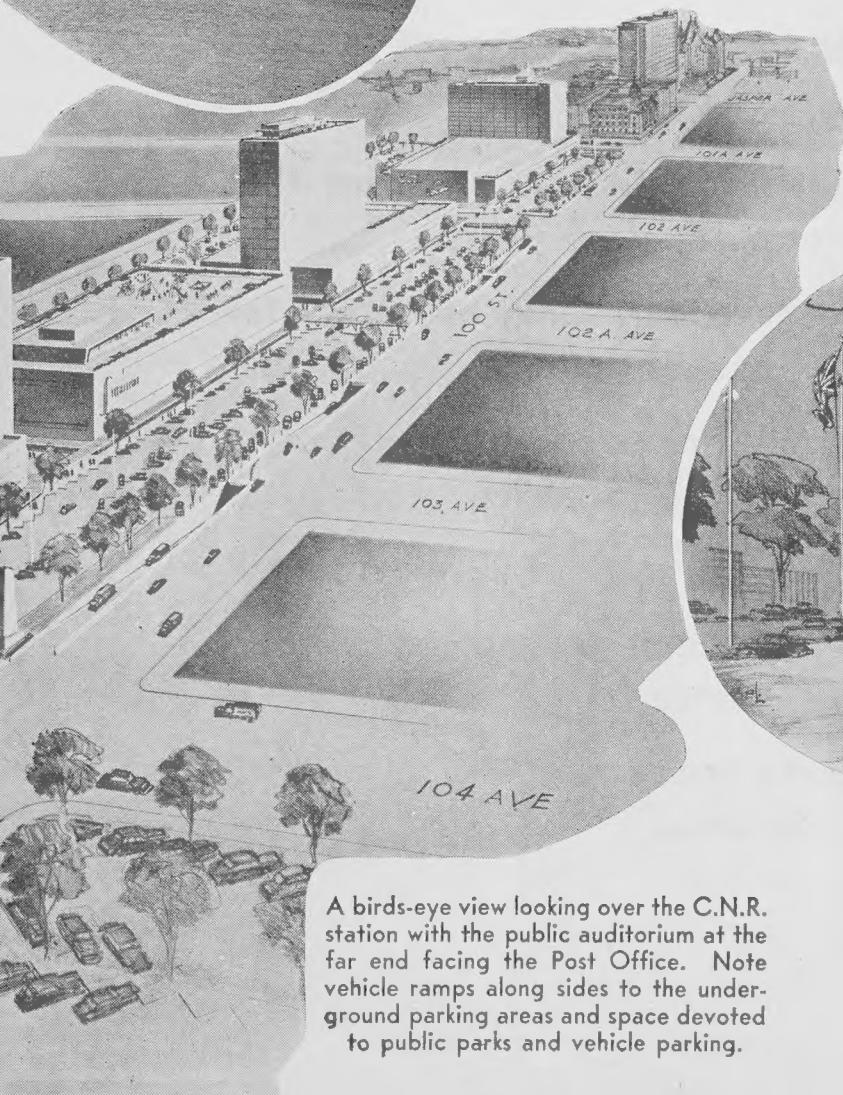
Another view showing the beautiful landscaping around the city centre with shopping spaces.



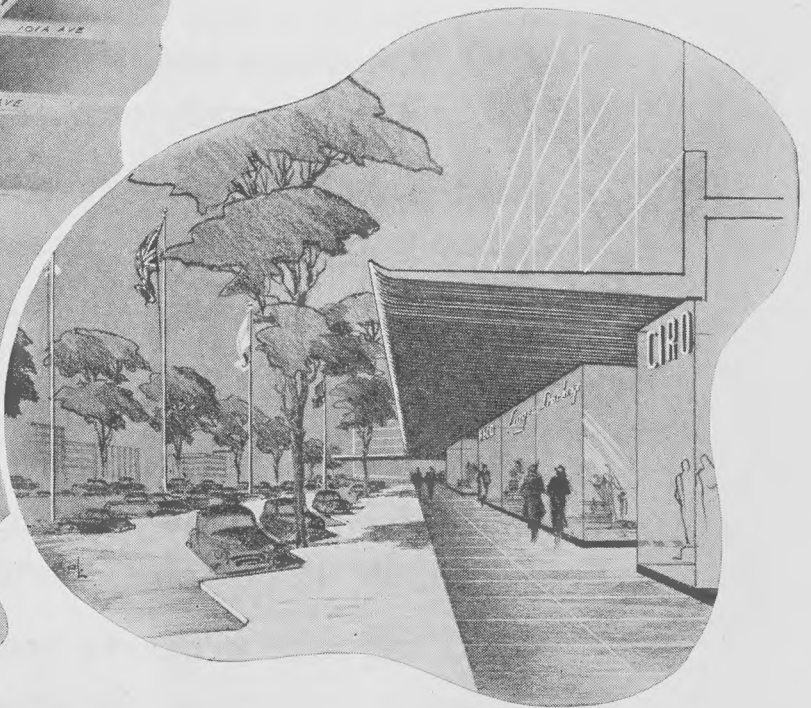
EDMONTON CITY CENTRE



Above is seen one of the view approaches to the modern public auditorium capable of seating 2,500 people to be devoted to Edmonton activities.



A birds-eye view looking over the C.N.R. station with the public auditorium at the far end facing the Post Office. Note vehicle ramps along sides to the underground parking areas and space devoted to public parks and vehicle parking.



Outside appearance along one side of shopping centre area showing convenient car parking areas and landscaping proposed where $\frac{1}{3}$ of total area is park land.

THE PROPOSED EDMONTON CITY CENTRE

WILL NOT

WILL NOT cost you, the taxpayer, a single cent.

WILL NOT raise your taxes.

WILL NOT offer unfair or inequitable competition to established business.

WILL

WILL provide **INCREASED** cash and profit revenue to your city finances.

WILL give you a beautiful **Public Auditorium** that you and your family can enjoy for years.

WILL provide for the ever-increasing necessity for public parking in the heart of the city.

WILL give you a shopping centre and market services second to none in North America.

WILL give you facilities for cultural development.

WILL give park land and scenic ground and "breathing space" in our city centre.

WILL increase property values in the downtown section surrounding the area.

HERE ARE THE ANSWERS TO THE QUESTIONS MOST ASKED

about the

EDMONTON CITY CENTRE

- Q. Will the project cost the taxpayers anything to build or operate?
- A. No. The company will pay the whole cost of construction and for all improvements, including sidewalks, utilities, parking areas, parks, etc. It will also meet all operating costs and expenses.
- Q. Can the city be held responsible for any losses that may arise out of the new project?
- A. No, the company alone is responsible for the whole project from start to finish. The city does not invest any money in the project and does not undertake any financial obligations toward it.
- Q. Does the project pay any taxes and produce any revenue to the City?
- A. Yes, in the 69 years the agreement will run, the city will receive very substantial amounts, made up as follows:
- (a) \$50,000 per year in ground rent.
 - (b) 25% of the company's total net revenue for the first 30 years and 30 per cent for the remaining 39 years.
 - (c) Business tax collections from tenants who will rent space in the project.
- Q. Who will own the land, buildings and improvements?
- A. The land will always be owned by the city. At the end of 69 years the buildings and all improvements, which will cost approximately \$25,000,000 will become the property of the city.

- Q. What will it cost to park a car in the centre?
- A. The agreement with the city calls for an initial charge of ten cents per hour for day and night parking.
- Q. Who will operate the auditorium and what will the charge be?
- A. An auditorium Advisory Committee of Edmonton citizens, selected by the city will advise the company whom to rent the auditorium to. The charges will depend upon the purpose it is wanted for. At all times preference will be given to local established institutions and cultural groups.
- Q. Will facilities offered by the project compete with existing facilities nearby or in other parts of the city?
- A. No. Because the high cost of construction today and the necessity of keeping up non-profitng public services in the project, the company will never be able to rent space cheaper than in any existing building. Existing buildings were built at a time when building costs were low, the City Centre project will have to pay today's existing high construction costs. Furthermore the company agrees that once the costs of the project are recovered, it will never reduce its rental charges below comparable charges elsewhere in the city.
- Q. Will local union labor and materials be used in building and operating the project?
- A. Yes. Only union labor will be used in construction and operation and so far as available, local materials will be used in construction.
- Q. Is the City Centre Project to be submitted to taxpayers on November 1st a money by-law?
- A. No. It is a referendum. The ratepayers are being asked to approve the proposed contract between the First New Amsterdam Corporation and the City of Edmonton. Neither the taxpayer nor the City of Edmonton is being asked to spend any money on the project either now or at any time.
- Q. Has the city been offered any other proposal for development of the City Centre Property that will give the city as much income or benefits?
- A. No. Some of the City Centre property has been in the possession of the city for 40 years and no progress has been made to develop it, either by the city or by any private group.

- Q. Will the Edmonton City Centre attract other private enterprises?
- A. Yes, companies would like to set up branches in Edmonton but cannot do so because they cannot get office space and the facilities they need. The Edmonton City Centre will supply the space and facilities.
- Q. Who will be able to use the car parking facilities in the Edmonton City Centre?
- A. It is for public use. The project itself will need space for only about 400 cars. The rest of the space will be available to the public generally at all times.
- Q. Why will it take 18 months to get the project started?
- A. It will take over a year to get detailed architectural plans for the whole project made, and longer to arrange financing and get the necessary materials lined up.
- Q. Does the agreement insure completion of the proposed project?
- A. Yes, under the agreement, before the city surrenders possession of the property, the company has to deposit \$250,000 as security that it will proceed, and such other assurances as the city may require that the financing of the whole project has been arranged.
- Q. Will the city have any control over the management and operation of the project?
- A. Yes. The agreement puts a limit on salaries to be paid executives managing the project and gives the city the right to have access to all records of the company's operating expenses. The agreement definitely states that salaries to all officers of the company shall not exceed $1\frac{1}{2}\%$ and fees to directors not exceeding $\frac{1}{4}\%$ of the gross income of the property. The city's own chartered accountants will audit the books.
- Q. Can the city obtain possession of the project before the 69 year agreement expires?
- A. Yes. As soon as the company gets its original investment back, the city can, if it desires, buy the company out at a price set by an independent board of appraisers.
- Q. How does the project fit in with the city's town planning?

A. Perfectly. It helps solve one of the chief worries confronting the city's town planner—traffic congestion and parking. Our City Planner in summarizing the plan said—"The disposition of the buildings is admirable in relation to one another and to the whole conception. The scheme, if built, would be a credit to the City of Edmonton."

Q. What is the city's total contribution to the project?

A. Only the land and street space needed for the project—and this will be rented at \$50,000 per year as against \$28,000 per year as at present—the land will NOT BE SOLD!

Q. What assurances has the City that once the City Centre Project has been started, it will be completed?

A. These assurances have been made very drastic. The purchase of additional property for which the tenant will advance the purchase price in excess of \$100,000.00—the property to be eventually owned by the City. When the City Centre property is turned over to the tenant, the tenant must deposit \$250,000.00 in cash or government bonds plus the fact that, by that time, there will be commitments by responsible financial institutions for the financing of the project.

Q. In case of war, what advantages in the project?

A. It is estimated by Lorimer & Rose, internationally known architects of New York City, that the underground parking areas would provide bomb shelters for 50,000 people.

We are sure that when the foregoing facts are considered carefully, that Edmonton Burgesses will vote YES to the referendum giving authority for the City of Edmonton to sign the agreement with the First New Amsterdam Corporation to go ahead with the City Centre Project.

MARK YOUR BALLOT THUS

Are you in favour of the City entering into the proposed agreement with the First New Amsterdam Corporation for the development of the Civic Centre area as finally approved by City Council on Sept. 29, 1950?

YES X

NO

*The Proposed Agreement for the Building
of Our*

“EDMONTON CITY CENTRE”

is endorsed by the following

THE EDMONTON CHAMBER OF COMMERCE

THE EDMONTON CITY COUNCIL

THE TRADES AND LABOR COUNCIL

EDMONTON HOUSE BUILDERS' ASSOCIATION

EDMONTON CHAPTER OF APPRAISAL INSTITUTE OF CANADA

THE Y's MEN'S CLUB OF EDMONTON

THE LIONS CLUB OF EDMONTON

THE EDMONTON CIVIC OPERA SOCIETY

THE MEDICAL ARTS BUILDING LTD.

DR. ANDREW STEWART, PRESIDENT, UNIVERSITY OF ALBERTA

DR. ROBERT NEWTON, FORMER PRESIDENT, UNIVERSITY OF ALBERTA

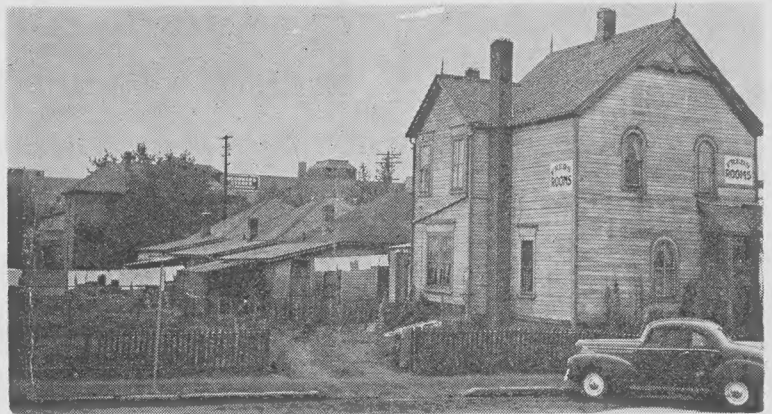
AND MANY OTHERS

This booklet was prepared locally and is sponsored by
THE GREATER EDMONTON DEVELOPMENT COMMITTEE

VOTE “YES”
FOR “THE EDMONTON CITY CENTRE”



**OR
THIS**



**YOUR CITY CENTRE AREA
AS IT LOOKS TODAY**

Photographs Taken October 12th, 1950

